

THEATRE ARTS MANAGEMENT, CERTIFICATE

Program Learning Outcomes

Students in the BA Theatre, Theatre Arts Management concentrations will develop skills and gain knowledge related to the management, administration and support of nonprofit cultural agencies, institutions, and performing arts organizations. Through classroom, production, practical, and internship activities, students will:

- gain an understanding of board development, institutional advancement, communications, and community-based development activities. (aligns with University Learning Outcomes 5,7,8,9)
- gain a functional knowledge of fundraising; annual campaigns; grant writing; event planning; and individual, corporate, business, and foundation funding. (aligns with University Learning Outcomes 5,7,8,9)
- gain an understanding of current policy issues affecting the arts, policy making processes, and the best practices for advocacy. (aligns with University Learning Outcomes 5,7,8,9)
- develop, conduct, and construct effective marketing research and plans. (aligns with University Learning Outcomes 1,2,5,7,8,9)
- develop, conduct, and construct effective audience development research and plans. (aligns with University Learning Outcomes 1,2,5,7,8,9)
- identify and understand the history, organizational structures, practices, current policy issues, and standard matters related to the nonprofit arts sector. (aligns with University Learning Outcomes 1,2,5,7,8,9)

THEATRE DEPARTMENT, OVERALL

- **Communication:** Students will learn to communicate effectively by developing and defending informed viewpoints about theatre. Students will gain an understanding of the common elements and vocabulary of theatre and of the interaction of these elements, giving them the ability to analyze both dramatic literature and live performance perceptively and to evaluate them critically. (aligns with University Learning Outcomes 1,2,5,6,9)
- **Creation/Production/Performance:** Students will gain an overview of the collaborative elements of theatre and will demonstrate an understanding of the production process. Students will explore and experience different values, perspectives, and aesthetics allowing them to problem solve, create, perform and produce theatre. Students will successfully execute job duties related to the performance of a role, crew position and/or design assignment. (aligns with University Learning Outcomes 1,2,5,6,7,8,9)
- **Professional Proficiency:** Students will acquire the entrepreneurial skills necessary to assist in the development and advancement of careers in theatre. Students will learn to apply knowledge and skills to meet professional competencies in the field of theatre. Students will learn procedures and develop skills that enable them to conduct themselves in a manner accepted in the professional theatre community. (aligns with University Learning Outcomes 1,2,5,6,8,9)
- **Historical Knowledge:** Students will acquire familiarity with theatre literature of various historical periods, cultural sources, and modes of presentation. Students will learn the essential elements of the historical development of theatre and drama. Students will relate,

connect, integrate, and contextualize knowledge acquired in theatre courses. (aligns with University Learning Outcomes 1,2,5,6,9)

- **Degree Program Writing Competency:** Students will gain the ability to write clearly and effectively. (aligns with University Learning Outcomes 1,5)

Related Links

Theatre Arts Management, Certificate Program Page (<https://www.sru.edu/academics/colleges-and-departments/cla/departments/theatre/programs/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

Curriculum Guide

GPA Requirement

Major GPA: 2.00 or higher
Overall GPA: 2.00 or higher

Certificate Requirements

Code	Title	Hours
Required Core Courses		
THEA 159	Introduction to Theatre Arts Management	3
NLPA 220	Introduction to Nonprofit Management	3
Subtotal		6
Theatre Elective		
Select 3 credits from the following:		3
THEA 151	Rehearsal and Production	
THEA 345	Stage Management and Safety	
THEA 359	Studies in Audience Development	
THEA 450	Internship	
Subtotal		3
Management Elective		
Select 3 credits from the following:		3
ACCT 209	Financial Accounting ¹	
ACCT 322	Business Analysis and Decision Making	
COMM 231	Principles of Integrated Marketing Communication & Public Relations	
COMM 235	Introduction to Digital Design	
COMM 248	Interactive Multimedia 1	
COMM 254	Video Production	
COMM 307	Social Media ¹	
COMM 315	Organizational Communication	
COMM 317	Topics in Global and Intercultural Communication	
ENGL 205	Introduction to Professional Writing	
FIN 200	Personal Financial Planning	
LEAD 251	Leadership Theory	
MGMT 351	Organizational Behavior	
MGMT 354	Human Resources Management	
MRKT 230	Principles of Marketing	
NLPA 120	Civic Engagement and Community Decision-Making	
NLPA 305	Financial Best Practices for Decision Makers	

NLPA 320	Community Change and Development	
NLPA 325	Social and Ethical Issues in Philanthropy and Fundraising	
Subtotal		3
Total Hours		12

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Co-curricular and Experiential Learning

Students are encouraged to explore additional curricular and co-curricular opportunities. There is a strong correlation between long-term student success and participation in the following types of programs and activities:

1. International study programs International study programs (including Edinburgh, Scotland, Fringe Festival Trip)
2. SRU Theatre Department Productions
3. Theatre internships and summer theatre employment
4. High-Impact Practice (HIP) designated classes
5. Student-faculty research
6. Student leadership development
7. Department field trips
8. Theatre Department Student Staff
9. Student Lab Productions in Sheehy Theatre
10. Guest Artist lectures, workshops, and productions

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

Certificate in Theatre Arts Management (5TAM)

This program is effective as of Spring 2025

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